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Risks and chances of the Coronavirus

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From Softray’s perspective

The recent Coronavirus outbreak has shown both the fragility of economic markets and vulnerability of public healthcare systems such as in the case of Italy. To Softray this represents both uncertainties and predominantly opportunities. It clearly confirms the need for private healthcare service providers in areas where public healthcare organizations are overstrained. Economic downturns have an impact on consumer spending sentiment. To what extent this will be the case on patients’ health expenditures remains to be seen. Temporarily depressed economic environments pose operational challenges but at the same time welcome companies such as Softray which invest, create workplaces and contribute in gaining economic momentum.

Thanks to Softray's independence from very large patient numbers, the full capacity utilization of the radiotherapy centers is guaranteed even during economically weak times. After all, healthcare is often given the priority in consumers’ spending decisions.

From private investors’ perspective

The coronavirus and other factors are currently throwing the global economy and especially the financial markets off balance. As a result, investors are reconsidering the weighting of different asset classes within their portfolios and are reallocating assets. The stock values of publicly traded companies are all subject to high and hardly predictable volatility. As a result, private equity investments in smaller companies, such as Softray, are becoming increasingly important as an alternative investment option. Yields on many publicly traded bonds have fallen sharply. Thus, in comparison and over a similar time horizon, dividends from equity investments in private companies generate better returns. As a Swiss healthcare company, Softray represents a very interesting investment opportunity with its private placement offer. Investors benefit from the high and sustainable profitability of the business model in the healthcare sector in the form of dividends. In addition, the medium-term investment horizon offers the possibility of a great increase in asset value, which investors can materialize during an IPO or with a trade sale.

TR Softray PLC is a London based holding company with one Swiss and one Asian subsidiary: TR Softray AG (Sales & Marketing) and Softray Asia Pte.Ltd.(Operation of Therapy Centers in Asia). The business field is the international promotion of "dermatological and orthopedic radiotherapy" and the training of medical and technical staff.